WHAT IS CLAIMED IS:

1   1.   A method of disseminating information concerning a product
2 both of which are to be perceived by a consumer, said method comprising steps of:
3   creating a database containing said information;
4   transmitting said information to a site remotely disposed with respect
5 to said database; and
6   providing a perceivable stimulus, from said information, to said
7 consumer upon said consumer being positioned proximate to said product, with said
8 stimulus being associated with said product.

1   2.   The method as recited in claim 1 wherein said providing step is
2 repeated multiple times and further including a step of quantifying said multiple
3 times, defining statistical data.

1   3.   The method as recited in claim 1 wherein said transmitting step
2 includes forming, from a subportion of said information, a distribution database
3 having content data, with said content data being defined by said stimulus.

1   4.   The method as recited in claim 1 wherein said stimulus is
2 dependent upon predetermined criteria of said ambient proximate to said product.

1   5.   The method as recited in claim 1 wherein said stimulus is
2 selected from the set consisting of auditory, visual, olfactory and tactile.

1   6.   The method as recited in claim 2 further including a step of
2 conveying said statistical data to said database.

1   7.   The method as recited in claim 3 wherein said distribution
2 database includes a distribution file and further including a step of compressing said
3 distribution file and distributing said distribution file to said site via satellite.

1   8.   The method as recited in claim 1 wherein said site is disposed a

2   predetermined distance from said product to maximize association of said stimulus

3   with said product.

1   9.   The method as recited in claim 1 wherein said information

2   concerns a plurality of differing products and said transmitting step includes

3   transmitting said information to a plurality of sites remotely disposed with respect to

4   said database, with a subset of said sites corresponding to differing products, with

5   each of said sites of said subset providing a perceivable stimulus associated with the

6   product corresponding thereto and distance between said sites of said subset being

7   established to minimize displacement of the stimulus associated with each of said

8   subset of sites.

1   10.   A method of disseminating information concerning multiple

2   products, with said products and said information to be perceived by a consumer, said

3   method comprising steps of:

4   creating a database containing said information;

5   transmitting said information to a plurality of sites remotely disposed

6   with respect to said database, with a subset of said sites corresponding to differing

7   products; and

8   providing a perceivable stimulus, from said information, to a consumer

9   positioned proximate to one of said plurality of sites, with said stimulus being

10   associated with one of said multiple products.

1   11.   The method as recited in claim 10 wherein said providing step

2   is repeated multiple times and further including a step of quantifying said multiple

3   times, defining statistical data.

1   12.   The method as recited in claim 10 wherein said creating step

2   further includes steps of accumulating content associated with a subgroup of said

3   multiple products and associating said content with predetermined parameters, said

4   parameters including group definitions and date ranges.

1   13.   The method as recited in claim 12 wherein said transmitting

2   step includes forming a distribution database having a plurality of records, said

3   records including a subportion of said content and corresponding to a server address,

4   with a subpart of said plurality of sites being associated with said server address.

1   14.   The method as recited in claim 13 wherein said transmitting

2   step further includes steps of creating from a subset of said plurality of records, a

3   distribution file and compressing said distribution file and distributing said

4   distribution file to said site via satellite.

1   15.   The method as recited in claim 14 wherein said site is disposed

2   a predetermined distance from said product to maximize association of said stimulus

3   with said product.

1   16.   A computer program product comprising:

2   computer code for creating a database of information concerning

3   multiple products;

4   computer code for transmitting said information to a plurality of sites

5   remotely disposed with respect to said database, with a subset of said sites

6   corresponding to differing products; and

7   computer code for providing a perceivable stimulus, from said

8   information, to a consumer positioned proximate to one of said plurality of sites, with

9   said stimulus being associated with one of said multiple products.

1   17.   The computer program product of claim 16 wherein said

2   perceivable stimulus is repeated multiple times and further including computer code

3   for quantifying said multiple times, defining statistical data.

1   18.   The computer program product of claim 16 further including

2   computer code for accumulating content associated with a subgroup of said multiple

3   products and computer code for associating said content with predetermined

4   parameters, said parameters including group definitions and date ranges.

1   19.   The computer program product of claim 18 wherein said

2   computer code for transmitting further includes computer code for forming a

3   distribution database having a plurality of records, said records including a subportion

4   of said content and corresponding to a server address, with a subpart of said plurality

5   of sites being associated with said server address.

1   20.   The computer program product of claim 19 wherein said

2   computer code for transmitting further includes computer code for creating from a

3   subset of said plurality of records, a distribution file, computer code for compressing

4   said distribution file and computer code for distributing said distribution file to said

5   site via satellite.